

2 Introduction

2.1 Charter Requirement

Part Eleven (Planning and Zoning Code), section 1101.01 of the Codified Ordinances of Eastlake state the Planning Commission “... shall adopt and recommend to the Council a comprehensive plan for the physical development of the Municipality...” . This document will satisfy this requirement.

2.2 Why a comprehensive plan?

A comprehensive plan is a land use document that provides the framework and policy direction for land use decisions and other actions affecting the physical, economic, and social aspects of the community. It indicates in a general way how local government leaders want the community to develop in the future.

The basic characteristics of a comprehensive plan are that it is general and far-reaching. Another defining characteristic is that the plan is long-range and provides a base from which to make decisions.

The adoption of a comprehensive plan often becomes the driving force behind creation of a more targeted plan. Examples of more targeted plans would include the Vine Street 2020 plan, or a plan for redevelopment/preservation of the Chagrin River corridor.

The Eastlake Comprehensive Plan is a major planning effort to guide the community toward what it will be like in the future as a place to live, work, and invest. It is being developed through an open, participatory process driven by four broad-reaching questions:

1. Where are we now?
2. Where are we going?
3. Where do we want to be?
4. How do we get there?

The Comprehensive Plan will identify a vision and broadly address the elements that build a community including transportation, housing, open space and natural resources, sense of place, government services, the impacts of new developments and more.

The Comprehensive Plan serves as the City “to do” list, at least with regards to land use and the built environment for the near future. Through goal setting, it will set priorities about land use, economic development, cultural and natural resources, transportation and other areas.

The Comprehensive Plan will not propose specific lot-by-lot locations for land uses or facilities, or address detailed regulations. A Comprehensive Plan is not a zoning resolution or subdivision regulation. However, such regulations are used as tools for implementing the Comprehensive Plan. The Comprehensive Plan is intended to provide the legal and rational framework for regulations, investments, and government action.

2.3 Comprehensive planning process

Urban planners have used some form of the planning process since the inception of the planning profession. Long ago, Patrick Geddes advocated a three-step procedure: survey, analysis, plan.

Today, most planners use a planning process called the rational model. The rational model usually takes the following form:

1. Identify issues and options.
2. State goals and objectives; identify priorities.
3. Collect and interpret data.
4. Prepare plans.
5. Draft programs for plan implementation.
6. Evaluate potential impacts of plans and implementing programs, and modify the plans accordingly.
7. Review and adopt plans.
8. Review and adopt implementation programs.
9. Administer plan-implementing programs, monitor their impacts, and amend plans in response to feedback.

The planning process is not finished with the completion of the steps described above. Collecting and analyzing information and implementing comprehensive plans is an ongoing process. Policy statements require occasional revision to respond to new conditions; long-range goals need periodic review. The planning process is a continuous program for keeping the plans of a community current and relevant, and the implementation programs fair and effective. *It is important to review plans on a regular basis, and keep them up to date. Good planning practice recommends major review and revision of a comprehensive plan every five to seven years.*

The Comprehensive Plan is a flexible planning tool that is not carved in stone. While the plan presents goals and policies to be pursued, future events, broad changes in community values, or the availability of financing could cause City leaders and residents to focus on other goals. However, it is good civic stewardship to ensure that revisions conform to the spirit of the plan and sound planning principles, and consider the best interest of the community as a whole.

“It’s not the plan that’s important, it’s the planning.” Dr. Gramme Edwards

2.4 Project partners

Eastlake Economic and Community Development Council

Established by Eastlake City Council (2005), the Economic and Community Development Council (ECDC) was created to advance, encourage and promote the industrial, economic, commercial, recreational, green infrastructure and civic development of the City in accordance with an Eastlake Master Development Plan.

The ECDC served as the “steering committee” for the plan. A very important part of the planning process is public participation; that those who live, work and own businesses in the City have a role in charting its future.

Monthly public ECDC meetings were held to solicit thoughts about the state of the built environment in the City, and the direction in which it should be heading. Meetings addressed specific topics including: traffic, mixed use zoning, recreation and economic development.

Ultimately, the ECDC recommended the Comprehensive Plan to Planning Commission and City Council.

Chagrin River Watershed Partners, Inc.

The Chagrin River Watershed Partners, Inc. was established in 1996 in response to concerns regarding erosion, water quality and flooding within the watershed.

CRWP staff provides technical support service to member communities (including Eastlake and Lake County) and develops cost effective solutions to minimize new, and address current water quality and quantity problems (www.crw.org).

CRWP was a key technical contributor throughout the planning process for the following topics:

- CRWP staff assisted to ensure conformance with Chagrin River Balanced Growth Plan. The Balanced Growth Plan is being developed based on a state wide program for

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Economic and Community Development Council

The ECDC shall consist of eleven members appointed by Council, unless specified otherwise, and shall consist of: two members of Eastlake City Council, two members from Eastlake Administration, one member from the Willoughby-Eastlake Board of Education, one officer from the Eastlake Chamber of Commerce, one member from the Eastlake business community, one member from the Eastlake Port Authority and three Eastlake residents, two to be appointed by City Council and one to be appointed by the Mayor. All members of the ECDC shall serve for a term of five years, except that the initial term for the following shall be three years, and five years thereafter.

- One Council member
- One Eastlake resident
- The Chamber of Commerce representative
- The Eastlake Port Authority representative

The ECDC is hereby authorized and empowered to periodically recommend to City Council that appropriations of funds be made necessary to accomplish the purpose for which the ECDC was created, including, but not limited to, funds necessary to retain outside consultants, to grant writers and to apply for grants and to match any grants so obtained, and general property development. The ECDC may, with Council's approval of the necessary appropriation, retain outside consultants, retain grant writers and apply for grants and match any grants so obtained for general property development.
(Ord. 2005-054. Passed 6-14-05.)

balanced growth being promoted by the Ohio Lake Erie Commission. In 2004 the Ohio Lake Erie Commission finalized the Balanced Growth Program, defined *as a local planning framework to coordinate decisions about how growth and conservation should be promoted by State and local investments*. Through this program, CRWP has been working with Eastlake to develop Priority Conservation Areas (PCA) and Priority Development Areas (PDA) throughout their community. This is discussed in Chapter 4.

- Floodplain management strategies and recommendations
- Parking standards
- Riparian corridor protection strategies

Lake County Planning Commission

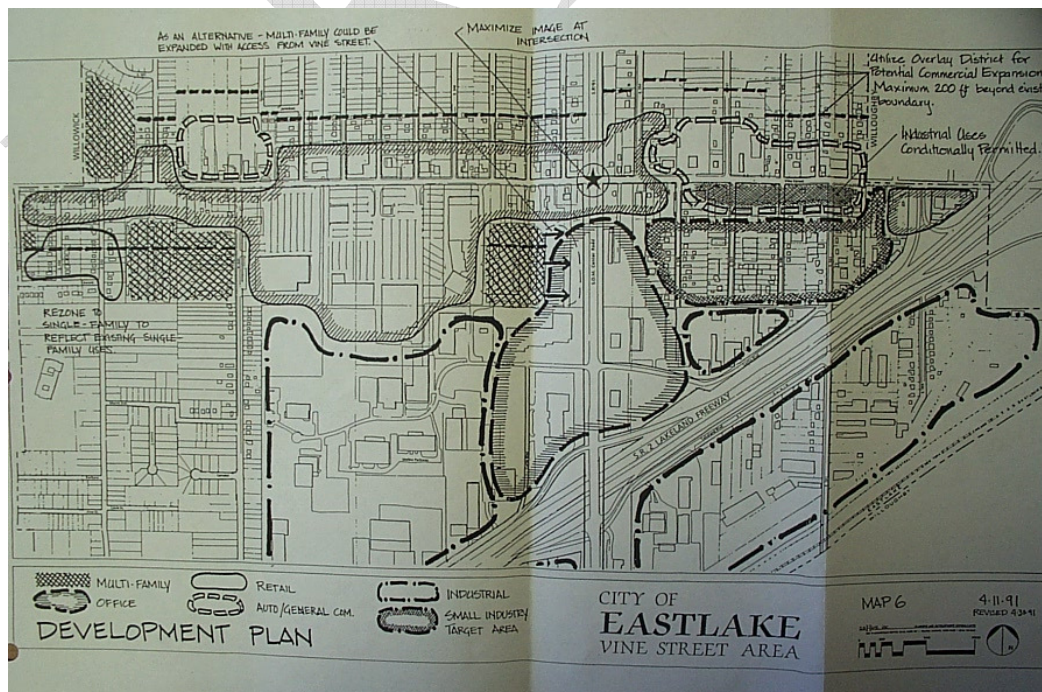
The Lake County Planning Commission staff served as the primary consultant. LCPC is well versed in land use, zoning, coastal planning, design guidelines and subdivision regulations.

The information presented in the plan is based upon guidance from the ECDC, CRWP and local citizens with a focus on innovative, long-term achievement strategies. These include mixed use zoning, commercial design standards, riparian setbacks, and increased public access to Lake Erie and the Chagrin River.

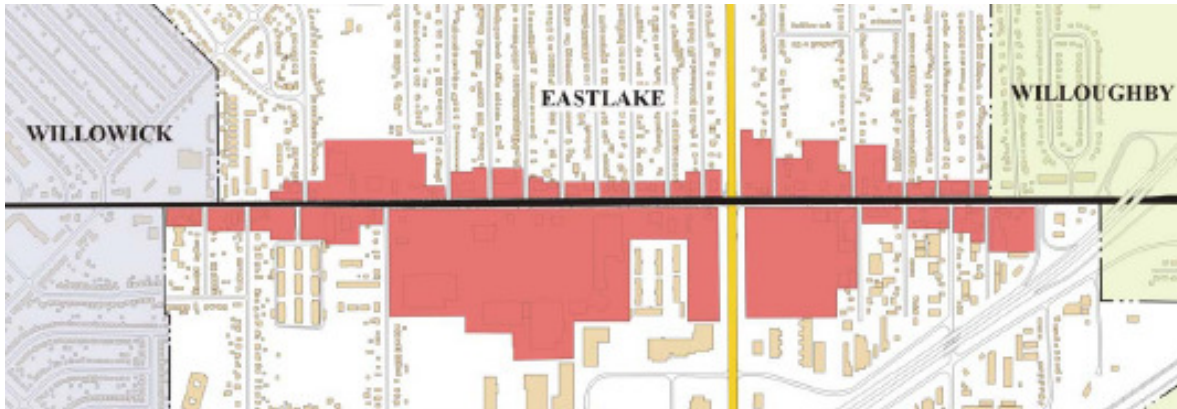
2.5 Previous plans

Records indicate a master plan and thoroughfare plan were completed for Eastlake in 1955. Recent City specific planning documents include:

- Eastlake Comprehensive Plan, 1991 (D.B. Hartt, Inc.).



- Vine Street 2020, 2003 (Urban Design Center of Northeast Ohio)



Regional plans relevant to Eastlake include:

- Chagrin River Balanced Growth Plan, draft (Chagrin River Watershed Partners)
- Lake County Comprehensive Plan, 2008 (Lake County Planning Commission)
- An Economic Development Strategy for Lake County, 2007, (Lakeland Community College, Lake County Economic Development Center)
- Lake County Coastal Development Plan, 2005 (Lake County Planning Commission)

This comprehensive plan update will incorporate various components of the above referenced documents.